

FINANCIAL PRESENTATION INSTRUMENTS WITH INTEGRATED HOLDER AND METHODS FOR USE

ABSTRACT OF THE DISCLOSURE

[0045] The present invention provides improved apparatus, methods, and systems for displaying and packaging financial presentation instruments, particularly stored value, gift, or other pre-paid debit cards. In one embodiment of the present invention, a method for displaying a financial presentation instrument with an integrated holder is provided. The method comprises providing a data card having an information storage medium and an aperture therethrough. The data card is then suspended from a display hook through the at least one aperture. Hence, the present invention advantageously allows for convenient displaying and easy access to the data card for activation at the time the card is purchased by a consumer. Further, the integrated holder on the data card decreases the operating costs and increases the efficiency for selling such debit cards as no additional materials, packaging, or carriers other than the data card itself are needed for the presentation and display of such debit cards.

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